




EDMUND G. ARCHULETA, P.E.

MEMORANDUM

TO: Joyce Wilson
City Manager

FROM: Edmund G. Archuleta, P.E. 
General Manager

SUBJECT: Nomination of Candidates for PSB Member

DATE: February 11, 2005

At its February 9, 2005, meeting, the Public Service Board unanimously approved the nomination of the following three candidates for selection by City Council of a PSB Member in accordance with Ordinance 752, as amended:

Maria Teran

Rosa Santana

Irene Chavez

The individual selected by City Council will fill the position held by Martin Silva.

Please have this item placed on the March 1, 2005, City Council agenda. Attached are biographical sketches for each candidate.

If you have any questions or need further information, please let me know.

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Attachments

cc: Mayor and City Council Representatives
Public Service Board
Richarda Momsen, City Clerk
Robert Andron, PSB General Counsel
Teri Cullen-Garney, Deputy City Attorney



Maria F. Teran

Work Experience:

- 1970-1974 Office Manager for Major Law Firm
- 1974-1981 Various part time tutoring and teaching piano
Full-time mother of two sons
- 1981-Present Sierra Machinery, Inc.
President/General Manager
Co-Founder & Stockholder

Appointments:

- Member, *Metropolitan Planning Organization*, (Technical Advisory Committee)
- Board of Directors – Thomason/Texas Tech (9/1998-11/2001)
- Appointed by former Texas Governor Ann Richards; and former Texas Governor George W. Bush, to State Boards (1994-1997)
- Appointed by former President William Jefferson Clinton to the *American Heritage Rivers Advisory Committee* (May 1998-Present)
- Member, Bank of the West Board
- Member, National Association of General Contractors
International Committee
Equipment Committee

Civic Involvement:

- Board of Directors - El Paso Greater Chamber of Commerce
- Co-Chair – El Paso Chapter, Association of General Contractors
- Chair –Transportation Committee, El Paso Leader and Research Council
- Executive Committee – Texas Good Roads/Transportation Association
- Advisory Board – Candlelighters of El Paso
- Transportation Committee, El Paso Greater Chamber of Commerce

Professional Organizations:

- Associated Equipment Distributors
- Association of Ingersoll-Rand Distributors
- New Mexico Mining Association
- Associated General Contractors of America
- Good Roads Association of Texas
- Associated International Contractors
- Texas Association of General Contractors
- New Mexico Association of General Contractors
- National Associated Contractors
Equipment Committee
International Committee

Awards:

- SBA District *Women in Business Advocate of the Year* (1996)
- SBA District *Minority Small Business Advocate of the Year* (1996)
- *Paso Del Norte Award* – For Extraordinary and Exemplary Leadership resulting in Discretionary Transportation Funding for this region – Presented By El Paso County Judge and Commissioners Court
- *1999 Emerging 30 Award* – El Paso Chamber of Commerce (1999)

ROSA SANTANA

Home Phone:

Cell Phone:

PROFILE

Highly successful executive with extensive leadership, sales and customer service experience. Proven business developer and retainer in both local and large corporate settings. Excellent record and demonstrable results in small and large account sales, customer satisfaction and retention and overall profit and loss management. High energy, personable, innovative and results-oriented leader.

EXPERIENCE

INTEGRATED HUMAN CAPITAL, LLC

February 2002 to Present

Chief Executive Officer

Direct sales and operations of company; consistently achieving record sales and service results. Directly responsible for expanding Integrated Human Capital's service capabilities and presence throughout the United States and Mexico

WESTAFF, INC

October 1998 to August 2001

Recruited to this 700 Million Dollar company to assess new opportunities for market expansion and to position Westaff as a viable competitor on the US/Mexico border and other Latin countries.

Senior Vice President / Zone Manager

August 1999- August 2001

Continuing with market development responsibilities, directed the sales, operations and customer service delivery of the Southwest Zone consisting of 30 branch offices in Texas, Arizona, New Mexico and Nevada, 80 million in revenue and a total of 98 full time employees. Successfully led the startup of Westaff's Mexico operation in February 2001.

Senior Vice President, Market Development

October 1998-August 1999

Briefly assessed new market opportunities and began to develop a strategy to position Westaff as a viable competitor in more Texas cities and the US Mexico border. This task was interrupted due to a management restructuring and company takeover plan led by the President and CEO that recruited me into Westaff. Expansion was no longer a priority and I was then offered an opportunity to lead a turnaround in the newly created Southwest Zone.

KELLY SERVICES, INC.

December 1981 to September 1998

During sixteen years with one of the world's largest staffing services companies, I progressed from Supervisor ('81-'82) and Account Representative ('82 - '83) to Resident Branch Manager ('84 - '85) to Branch Manager directing sales and operations of multiple branches ('85 - '87) to city Group Manager for three branches ('87 - '91) to Area

Manager leading five branches including the startup of the first office in the Republic of Mexico ('91 – '94) to Corporate Vice President / City Group Manager, El Paso (ten branches strong) and thirty million dollars in revenue ('94 – '96) to Area Vice President, West Texas (23 branches strong) and sixty five million dollars in revenue ('96 – '97) to Vice President & Director, Kelly Staff Leasing, continental U.S., 300 million in revenue (10 – '97 to 9 – '98).

Vice President, Director– Kelly Staff Leasing October 1997–September 1998

A Kelly acquisition in 1994, YourStaff, now Kelly Staff Leasing was a turnaround opportunity with challenges in both areas of sales and operations, specifically with customer retention and sales growth. Focused on building a strong leadership team, we positioned Kelly Staff Leasing to emerge as a leading PEO (Professional Employer Organization) with global capabilities.

Area Vice President – West Texas August 1996-October 1997

Continuing to lead the El Paso City Group, the scope of my responsibility increased with the addition of six city groups in West Texas and a total of 23 branches. Both the city group and the area maximized results not only in sales and profitability but in market share as well. Financial results for the area were 35% over budget for sales and 38% over budget for net profit in 1996 and 35% over budgeted sales and 38% over budgeted net profit in 1997. During this time I also assisted with the opening of Kelly's Mexico City branch office.

Vice President, City Group Manager 1994 to 1996

Directing this operation since 1985, I started with two branches generating \$2.5 in sales and reaching \$30 million in 1997 representing the leading city group operation in the Middle Markets division of Kelly Services. My organization earned numerous division awards for excellence. Revenue grew by 142% from 1990 to 1994. This represented sixty- percent market share of business we chose to service. Net Profit for the same period grew by 283%. Undergoing a complete re-structuring of my operation after the loss of a significant account representing a great percentage of our overall business, we developed a strategic plan to retain and gain business with maximum results. During this time, I was instrumental in the closing of a \$52 million managed service five-year contract. Additionally, I participated in an initiative to close 200 partnered staffing targeted accounts. I successfully closed all of the eight accounts assigned to me with the last one signing a national agreement with Kelly.

Area Manager 1987 to 1994

In addition to leading the most successful operation in our division, I accepted the challenge and responded to our customers operating in Mexico and researching the potential staffing market in Juarez, Mexico. After developing a 5-year plan for Mexico and presenting it to our CEO and managing committee, their support of the plan allowed me to open Kelly's first Mexican branch in Juarez, Mexico in September 1991. Kelly was the first staffing company with border operations in Mexico. After achieving profitability in this operation, I transitioned it to the international division in an effort to focus my efforts on the rapidly growing El Paso market. I was leading a team that developed a service strategy that was difficult to beat.

Branch Manager

1985-1987

I led the sales and operational activity of two branch offices. With little sales support, I invested 70% of my time selling and building key business relationships. I negotiated all local agreements for staffing services. Sales increased by 50% within these two years.

Resident Branch Manager

1984-1985

Promoted to this position to open up the company's second branch in El Paso. Had bottom line accountability for this new branch that reached sales of \$1.5 million within one year. Concept sold and negotiated a contract with a company that later became the largest user of contingent workers prior to going out of business. Successfully collected \$850,000 owed to Kelly within three months of the plant's closure.

Account Representative

1982-1983

Promoted to this position to assist in growing market share. Consistently exceeded expectations in territory coverage and revenue generation.

Supervisor

1981-1982

Recruited to this position to assist in the selection and hiring of temporary employees. I was also responsible for retaining and growing existing business as well as generating sales leads utilizing telemarketing techniques.

GUS MANUFACTURING, INC.**1979-1981**

As the company's in-house travel agent, I was responsible for securing travel arrangements for all staff traveling to service clients of this manufacturer of seismographic instruments. I successfully negotiated reductions in cost resulting in thousands of dollars in savings.

Education: Self-educated during uninterrupted career, completed numerous courses toward BA in business

Personal: Born August 15, 1958
2 children

Awards: 2004 – Inducted into the El Paso Women's Hall of Fame
2004 – Awarded McDonalds' Hispanos Triunfadores Award – Business Category
1996 Recipient of Vista Magazine's national "Angel of Strength" award
1997 Recipient of National Eagle Leadership Institute's "Eagle Award"

BIOGRAPHY INFORMATION

ROSA SANTANA

Title:	INTEGRATED HUMAN CAPITAL Chief Executive Officer
Business Address:	7300 Viscount Suite 103 El Paso, Texas 79925
Business Telephone:	(915) 781-2665 Fax: (915) 781-2668 (915) 539-9880 (mobile)
Job Responsibilities:	Direct sales and operations of her company; consistently achieving record sales and service results. Directly responsible for expanding Integrated Human Capital's service capabilities and presence throughout the United States and Mexico
Westaff, Inc.	Senior Vice President – Southwest Zone Directed branch operations of 30 branch offices in Texas, Arizona, New Mexico and Las Vegas Nevada.
Positions Held with Westaff	Senior Vice President – Market Development
Kelly Services, Inc.	
Positions Held with Kelly Services	Vice President & Director – Kelly Staff Leasing, U.S. Operations Vice President – Middle Markets Division – Texas Area General Manager – Kelly de Mexico Area Manager – El Paso, Texas Resident Branch Manager – El Paso, Texas Account Representative – El Paso, Texas Supervisor – El Paso, Texas
Education:	Attended El Paso Community College/Self educated during uninterrupted career
Community/Business Involvement:	2005-2007 Selected as the only Minority Business Enterprise based outside of Michigan to participate in Johnson Controls Inc. <i>Project I</i>

Business Module in a Protégé capacity as a Minority Business Enterprise mentored by Johnson Controls and ten other Fortune 500 companies

2005 –2008, Central & South Texas Minority Business Council – Director

2004 – Present, United Way of El Paso Board – Director

2004 – Present, Upper Rio Grande Workforce Development Board – Director (Appointed by Mayor)

2003 – El Paso Hispanic Chamber of Commerce-WBCC Advisory Council & TWCC Conference Committee Member

2003 – Present, YWCA Women's Luncheon Table Captain

1999 – Present, Latinas 100 Founding Member

1996-1997 Director – Texas Association of Staffing Board

1996-1997 Director – La Fe Clinic Board

El Paso Society for Human Resource Mgmt.

1994 – Secretary

1995 – Treasurer

1996 – Vice President Membership

1995-1997 Upper Rio Grande Private Industry Council Executive Board; Marketing Committee Chair

Other affiliations/involvement:

Texas Association of Staffing Board; Public Relations – Committee Chair Person

Ysleta Independent School District Vocational

Education Advisory Board

Maquila Services Group

Awards:

2004 – Inducted into the El Paso Women's Hall of Fame

2004 – Awarded McDonalds' Hispanos Triunfadores Award – Business Category (Nominated by El Paso Hispanic Chamber of Commerce)

Featured (Sept. '03) in Front Cover of Ser Empresario Magazine

Featured (Feb '03) in VISTA Magazine in an article named Latinas Coast to Coast – A Mosaic of Talent, Leadership and Determination

1997 National Eagle Leadership Institute Eagle Award Recipient

1996 Vista Magazine Corporate Achievement Award Recipient

Numerous Kelly Services Awards – Award for Outstanding Performance in Technical and Light Industrial Areas; Award for Outstanding Performance in Public Relations; Excellence Award for Outstanding Achievement; Recognition for Financial Contribution

IRENE CHAVEZ

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EDUCATION:

Bachelors of Arts
Political Science and Secondary Education
University of Texas at El Paso
MBA
University of Phoenix at Santa Teresa

PROFESSIONAL EXPERIENCE:

2/1/02 - Present

**Sr. Vice President of Operations
Providence Memorial Hospital - 508 licensed beds**

Responsible for the overall hospital operations to include nursing, ancillary and support departments, budgetary and business growth.

Major Contributions:

Successfully underwent two random JCAHO reviews and a triennial review. EBIT growth year over year, successful implementation of each year's business plan, successful physician recruitments to include primary care and sub specialists. Consistent four star patient satisfaction rating, improved physician satisfaction ratings and implemented a Corporate University for mid management.

12/1/95 - January 2002

**Vice President of Business Development
Sierra Providence Health Network- Total Licensed
beds of 885.**

Responsible for strategic business planning, marketing, International marketing, advertising, the physician Management Services Organization (MSO), media relation's, senior's program, telephone operators, and the managed care services Physician Hospital Organization (PHO).

Major Contributions:

Increased the number of client lives within the Physician Hospital Organization (PHO).

09/1/94 - 11/30/95

**Executive Director, Managed Care Services
Sierra Medical Center**

Responsible for the development and implementation of a hospital-based PHO and the development and implementation of a Management Services Organization (MSO).

Major Contributions:

Implemented the PHO on January 1, 1995. The PHO provides credentialing, provider relations, well-ness/education, and contract review and compliance functions.

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ACTIVITIES: Upper Rio Grande Workforce Development Board
Advocacy Center for the Children of El Paso

SPECIAL SKILLS: Written and oral fluency in Spanish; conduct successful training programs.

HOBBIES: Swimming, Reading, Hiking, Bird Watching

Revised: July 31, 2001